

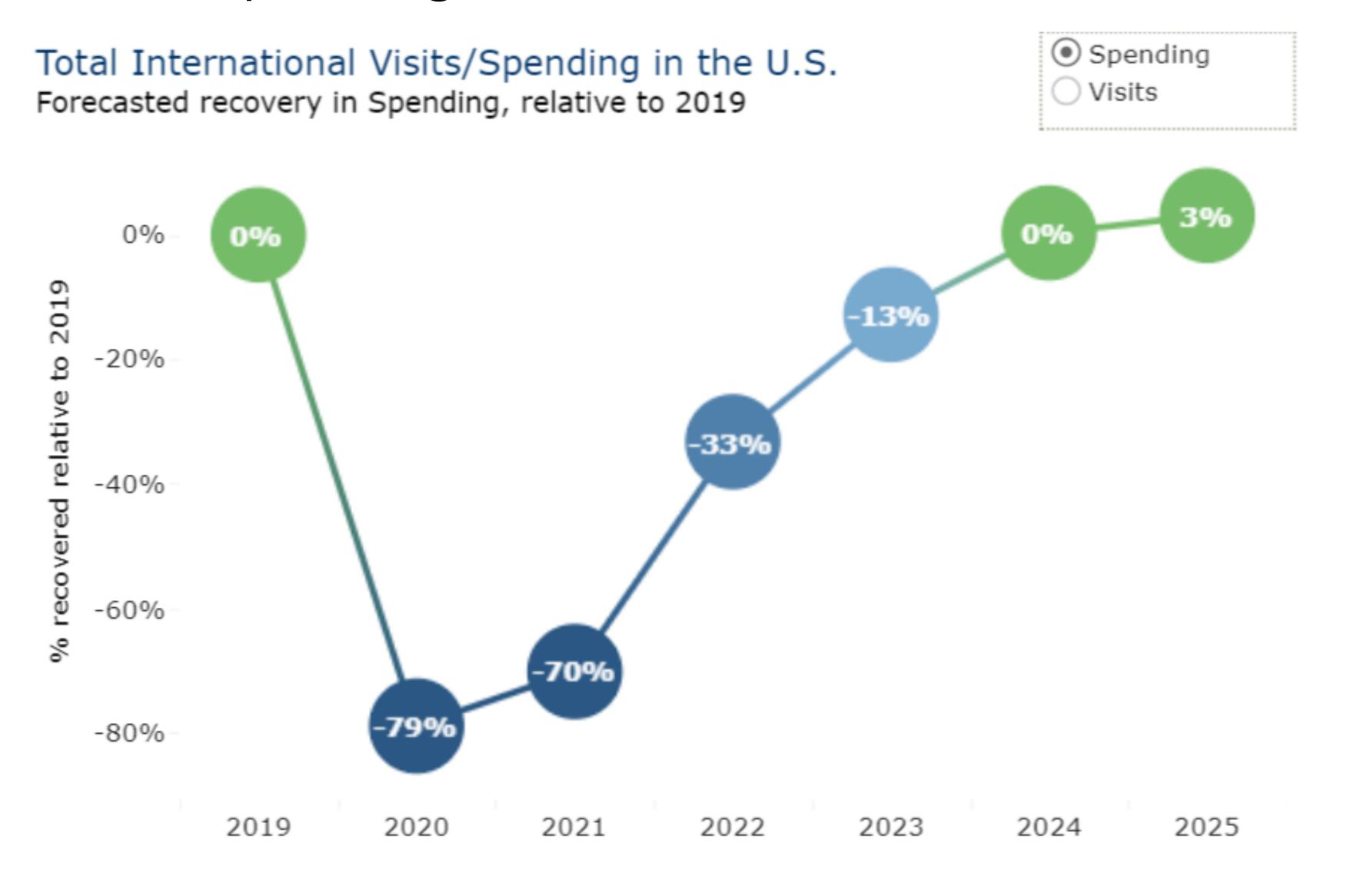


### **FY22**

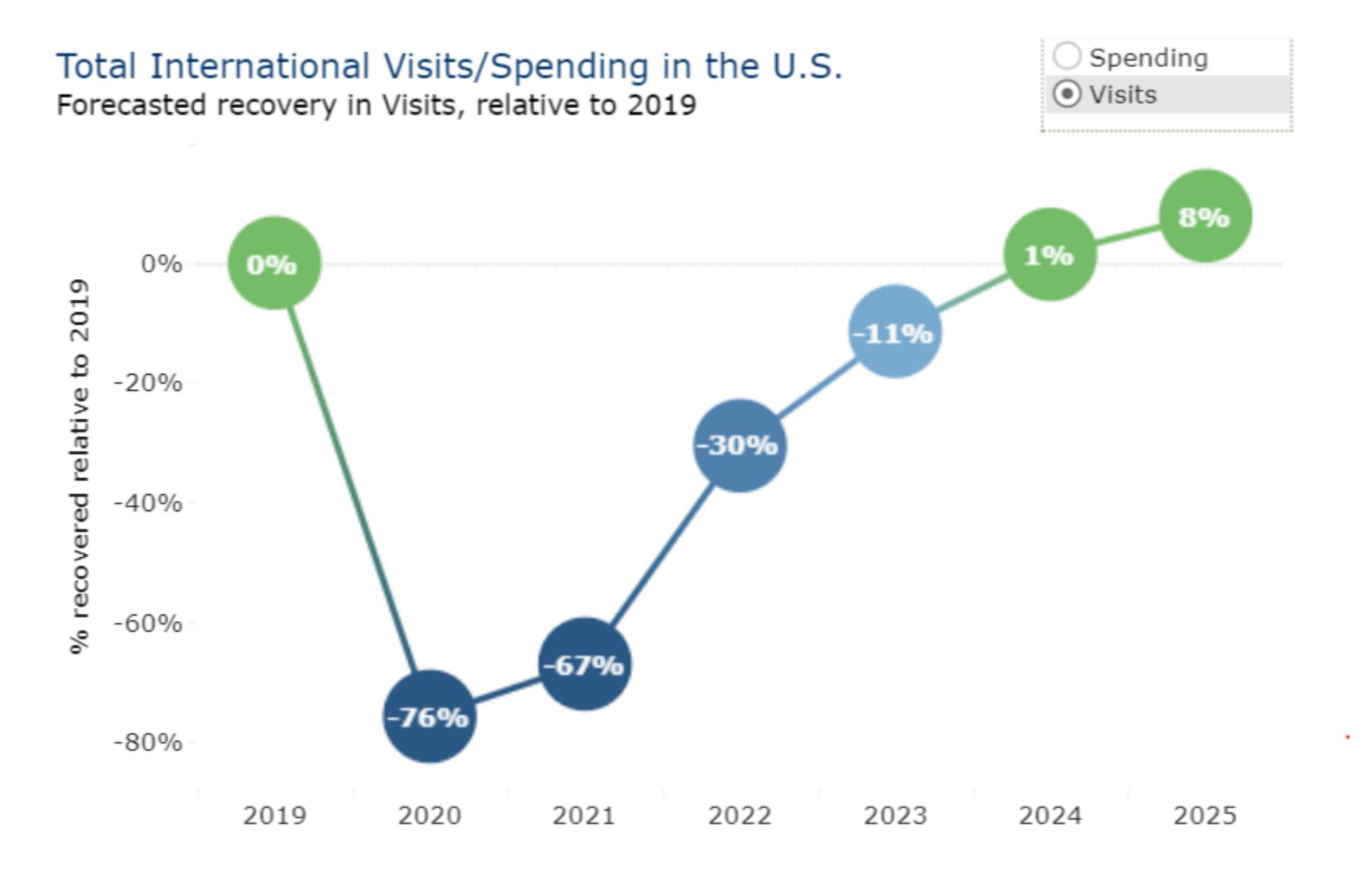
- National Forecasts
- Flights/Industry Updates
- Markets
- Integrated marketing
  - Travel Trade
  - PR
  - Social
  - Consumer



# International: U.S. Spending Forecast



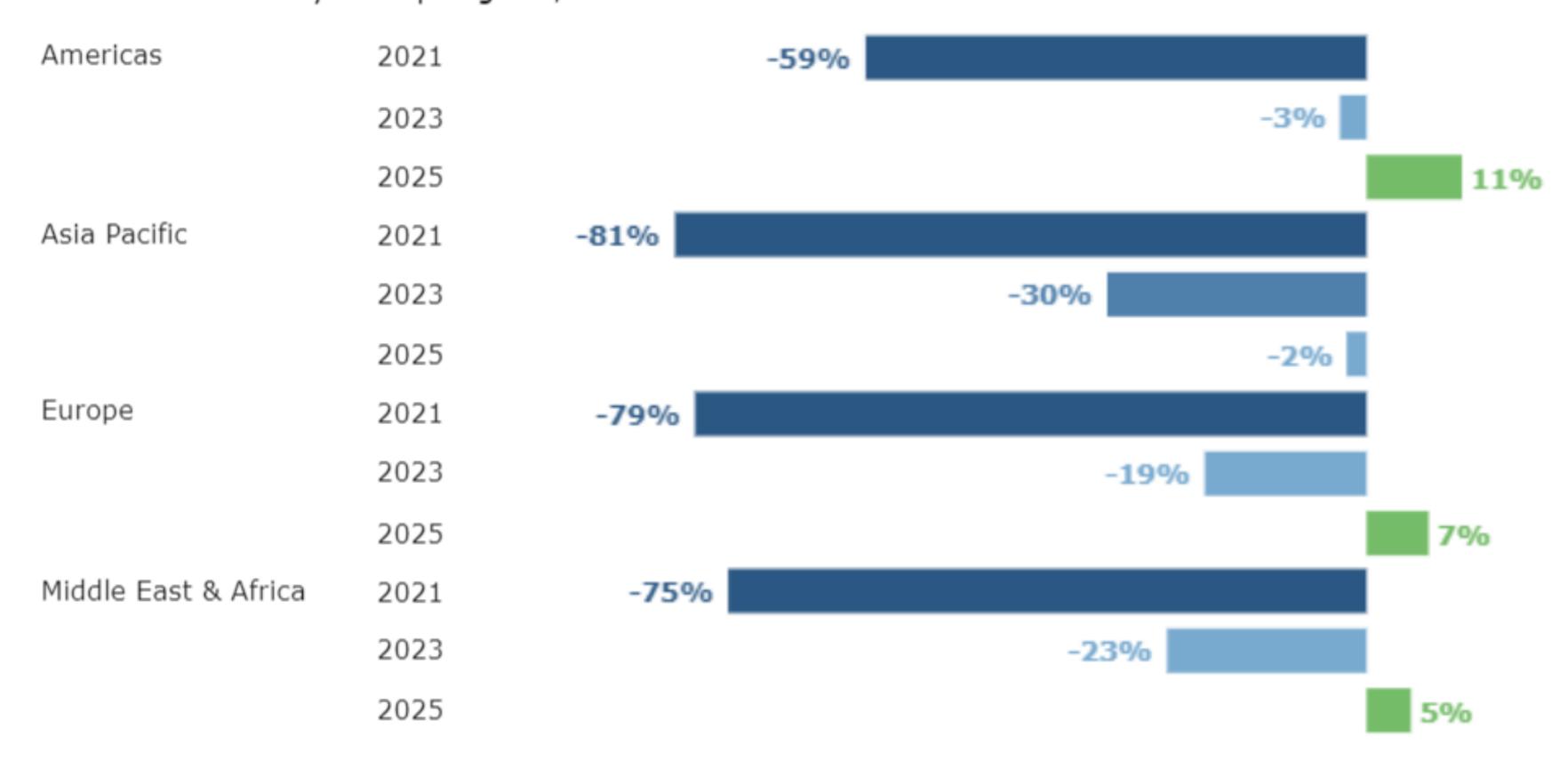
# International: U.S. Visitation Forecast



# International: U.S. Visitation Forecast, by Top Regions

### International Visits by World Region

Forecasted recovery for top-regions, relative to 2019



# Upcoming Route Resumptions



### **Aeromexico**

Guadalajara (GDL): Daily service resumes Sep. 8

### **American**

Miami (MIA): Seasonal service resumes Dec. 16

### **Delta**

- Calgary (YYC): Tentatively resumes Oct. 11
- Paris (CDG): Tentatively Resumes Oct. 31
- Vancouver (YVR): Tentatively resumes Dec. 18
- London (LHR): Tentatively resumes March 26
- Toronto (YYZ): Tentatively resumes May 5

### **KLM**

Amsterdam (AMS): Tentatively resumes March 27



# Industry Updates and Travel Restrictions

- Canada has opened for travel from the EU effective September 7
- EU removed the US from its "safe list"
- TO's have rescheduled fall '21 travel to '22
- Waiting for US announcement of borders opening
- Pre-selling '22, EBB and pent-updemand





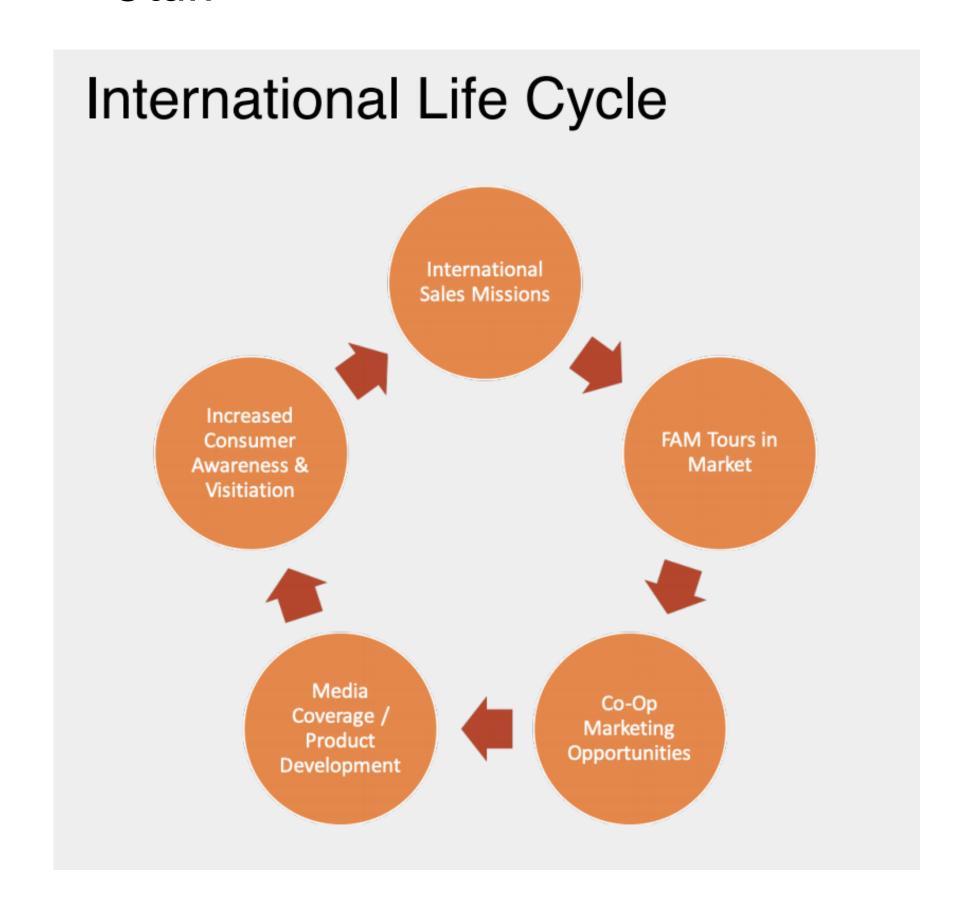
Rachel Bremer, Global Markets Director Zach Fyne, Global Markets Specialist Jody Blaney, Global Markets Specialist TBA, Global Content & Tour Specialist Travel Link Marketing, China (b2b)
China Luxury Advisors, China (b2c)
Canuckiwi, AU/NZ, Canada
KBC, UK/Ireland
Rep & Co., France/Belgium
Harwardt Marketing, Germany/Switzerland/Austria
India, Aviareps

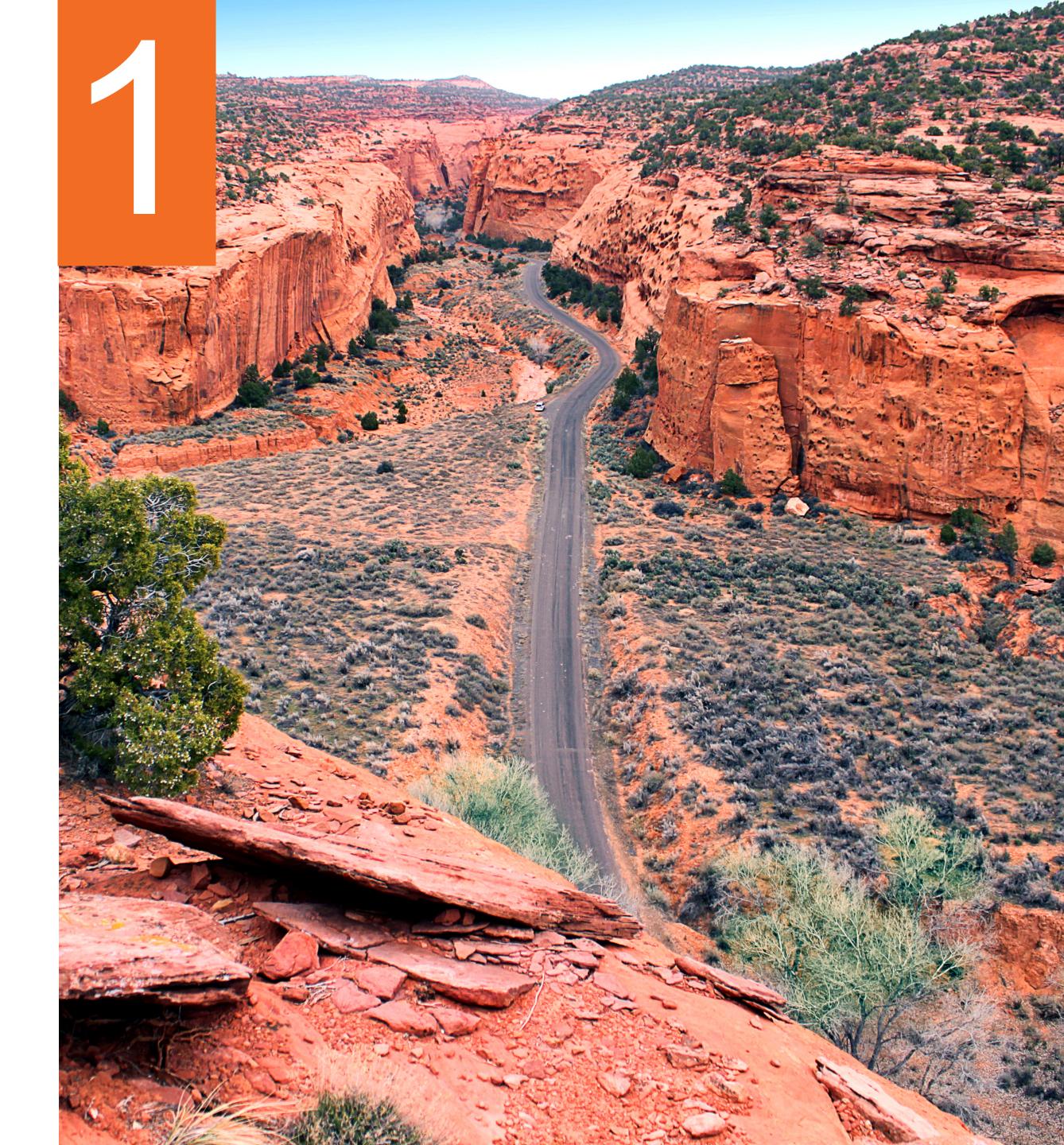
# Integrated Strategy

Public Relations Social Media Travel Trade Consumer

# **FY22 Travel Trade**

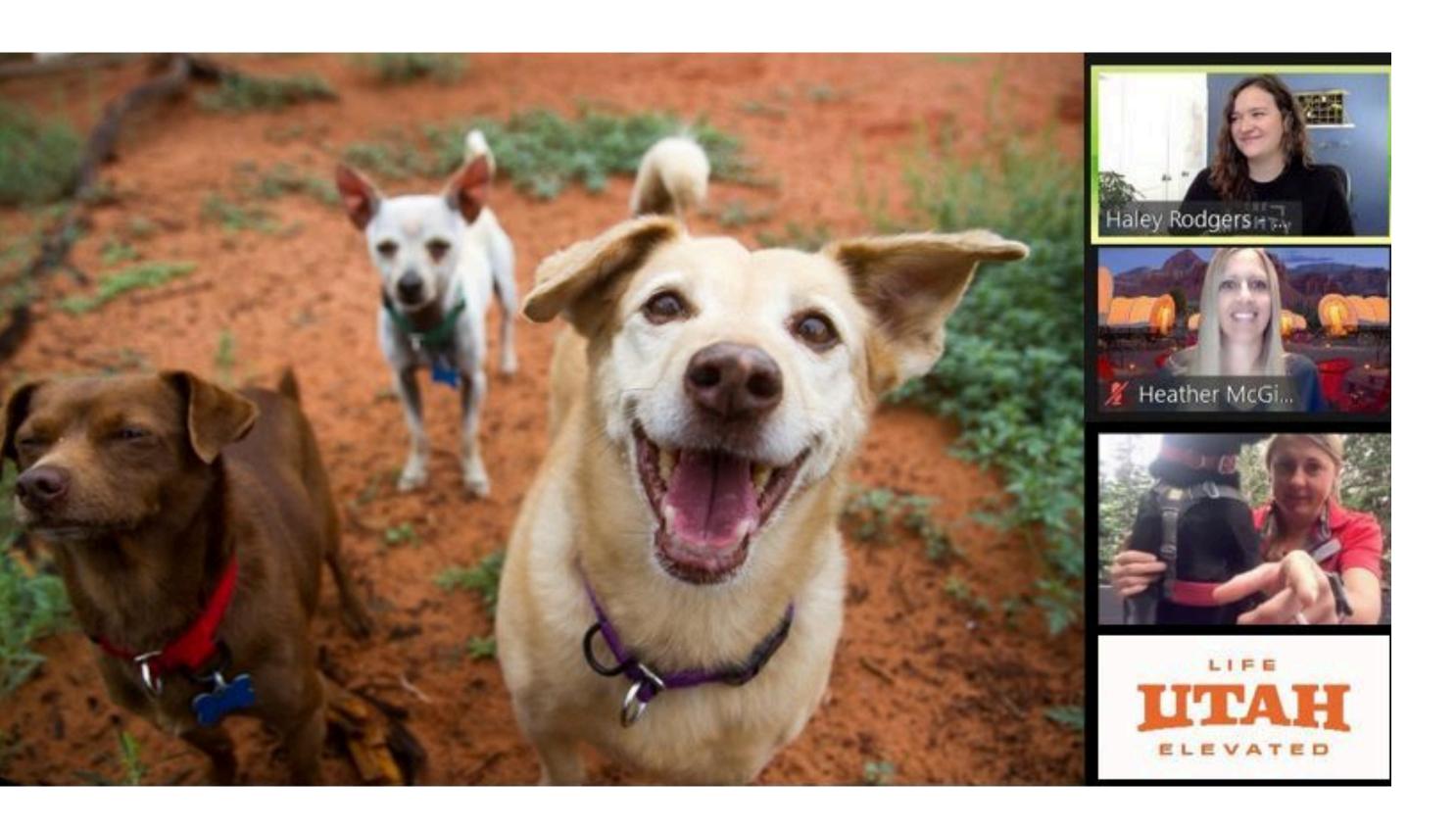
- IPW
- Brand USA Travel Week EU
- RTO Visitor Readiness Training- Southern Utah





## FY22 PR

- Irish Daily Mail
- Maryana Mijares MX
- Marck Gutt- Don Viajes- MX
- IPW

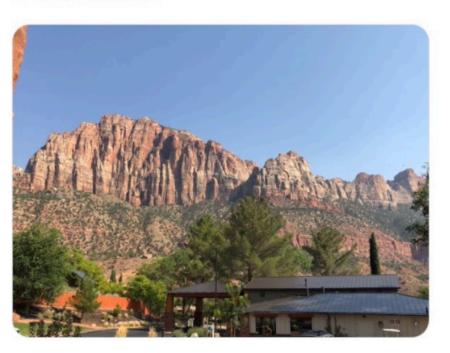




Tweets & replies Medi

sheila flynn @sheil... · 17h ...
Two national parks, a
Mormon historical site, a
ghost town, a rock bar and
now this hotel room view and the night is still young!!

#zion #snowcanyon #stgeorge #grafton #visitutah





**SUSTAINABLE TRAVEL STORIES** 

## FY22 Social Media

- Always on organic
- Paid social
- Social listening

### FRANCE

### **Platform Performance Highlights**

- In content, the post regarding the Great Salt Lake was the top performer with the Arches National Park content coming in 2nd
- The most-engaged audiences on Facebook were users age 35-44 and users age 25-34 on Instagram
- Looking at locations, Île-de-France, Provence-Alpes-Côte d'Azur and Rhône-Alpes were our most engaged regions
- Platform Comparison:

Facebook CPM: \$3.78

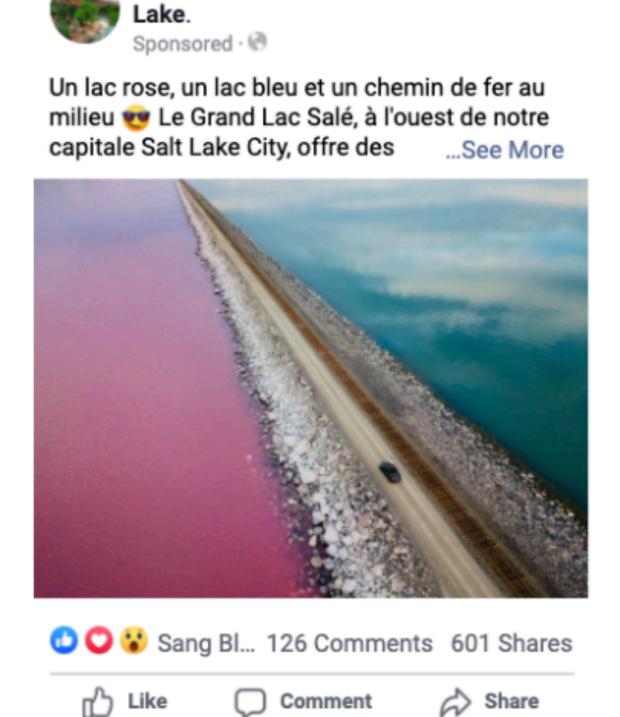
o Instagram CPM: \$1.71

Facebook CPE: \$0.11

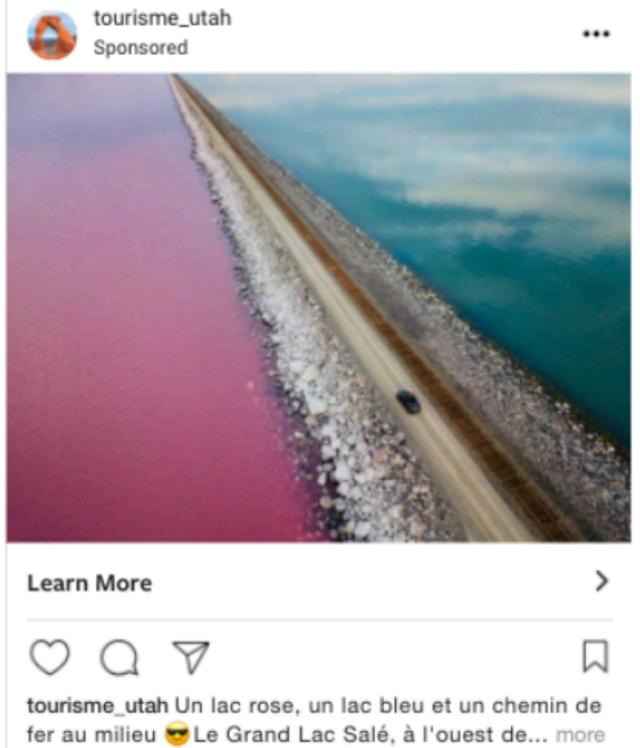
Instagram CPE: \$0.03



### **Top Content**



Visit Utah ♥ is at The Great Salt



# FY22 Consumer

- Brand partnerships
- Activations
- B2b/b2c
- Global buy/Love Communications/Affinity/ Programmatic/ Brand USA

